

Marketing Management

Textbook/Competency Cross-reference

Competency	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. & Functions</i>	<i>Mkt. Practices & Principles</i>	<i>Retail Mds.</i>
F.1.a	Chapter 10	Chapters 33 & 34	Chapters 32 & 33	Chapter 9	Chapter 13	Chapter 51
F.1.b.	Chapter 10	Chapters 33 & 34	Chapters 32 & 33	Chapter 9	Chapter 13	Chapter 51
F.1.c.	Chapter 10	Chapter 34	Chapters 32 & 33	Chapter 9	Chapter 14	Chapter 51
F.1.d.	Chapter 10	Chapter 34	Chapters 32 & 33	Chapter 9	Chapter 14	Chapter 51
F.1.e.		Chapter 34	Chapters 32 & 33	Chapter 9	Chapter 14	Chapter 51
F.1.f.		Chapter 34	Chapters 32 & 33	Chapter 9	Chapter 14	Chapter 51
F.1.g.		Chapter 34	Chapters 32 & 33	Chapter 9	Chapter 14	Chapter 51
F.1.h.		Chapter 34	Chapters 32 & 33	Chapter 9	Chapter 14	Chapter 51
F.1.i.			Chapters 10 & 39	Chapter 22	Chapter 15	
F.1.j.	Chapter 6			Chapters 6, 9, & 22	Chapter 8	Chapters 8 & 20
F.2.a.	Chapter 10	Chapter 5	Chapters 2 & 39	Chapters 9 & 10	Chapter 6	
F.2.b.	Chapter 10	Chapters 5, 6, & 39	Chapters 2 & 39	Chapters 7 & 10	Chapters 6, 9, 10, 11, & 20	
F.3.a.	Chapters 11	Chapters 5, 6, & 39	Chapters 2, 6, & 39	Chapters 7 & 10	Chapters 4, 6, & 26	Chapter 28
F.3.a.	Chapter 11, 17, & 26	Chapters 29 & 30	Chapters 29 & 30	Chapters 6 & 16	Chapters 21 & 22	Chapter 26
F.3.b.	Chapters 11, 17, & 26	Chapters 29, 30, & 40	Chapters 29 & 30	Chapter 16	Chapters 21 & 22	Chapters 4 & 26
F.3.c.	Chapter 11	Chapter 5	Chapter 2	Chapter 7	Chapter 21	
F.3.c.	Chapters 11, 17, & 26	Chapters 29, 30, & 40	Chapters 29, 30, & 39	Chapter 16	Chapters 21 & 22	Chapter 26
F.3.d.	Chapter 12	Chapter 37	Chapters 36 & 37	Chapter 10		
F.4.a.		Chapter 33	Chapter 34	Chapter 12	Chapter 13	
F.4.b.		Chapter 33	Chapter 34	Chapter 12	Chapter 16	
F.4.c.		Chapter 33	Chapter 34	Chapter 12	Chapter 16	

F.4.d.		Chapter 33	Chapter 34	Chapter 12	Chapter 16
F.4.e.		Chapter 30	Chapter 34	Chapter 12	Chapter 16
F.4.f.		Chapter 33	Chapters 32 & 34	Chapter 9	Chapter 16
F.5.a.	Chapter 11	Chapters 33, 35, & 36	Chapters 33 & 34	Chapter 9	Chapter 13
F.5.b.	Chapter 11	Chapters 33, 34, & 35	Chapters 33 & 34	Chapter 9	Chapters 13 & 16
F.5.c.	Chapter 10	Chapters 33 & 34	Chapters 32 & 33	Chapter 9	Chapter 14
F.5.d.	Chapter 10	Chapters 33 & 34	Chapters 32 & 33	Chapter 9	Chapter 14
F.5.e.	Chapter 11	Chapters 33 & 34	Chapter 34	Chapters 6 & 12	Chapters 13 & 16
F.5.f.		Chapter 33	Chapter 32	Chapter 11	Chapters 8 & 50
F.5.g.		Chapter 26	Chapter 10	Chapters 9, 11, 21, & 24	Chapter 15
F.6.a.	Chapter 11	Chapters 19 & 36	Chapter 35	Chapter 10	Chapters 17 & 18
F.6.b.	Chapter 11	Chapter 36	Chapter 34	Chapter 12	Chapter 16
F.6.c.	Chapter 10	Chapter 30	Chapters 30 & 34	Chapters 10 & 16	Chapter 16